

Quantitative Benefits

In addition to the qualitative benefits the airport provides, a recent study quantified the economic impacts of the airport to the local community. As shown in the adjacent table, the total economic impact of the airport includes on- and off-airport businesses, visitor spending, and the spin-off effects of those impacts.

On-airport impacts represent economic activities that would not occur if the airport did not exist. They include payroll, operating and capital expenditures made by the airport, airlines, FBO's, maintenance facilities, ground transportation, etc.

Off-airport impacts represent financial transactions that occur primarily off-airport and are associated with visitor spending. These expenditures may include items such as lodging, food, entertainment, and retail purchases.

Spin-off impacts are calculated using impact multipliers, which are used to reflect the recycling of dollars through the economy.

Direct Economic Impacts		Spin-Off Economic Impacts
On-Airport	Off-Airport	
FAA, Other Government Airport Management Aircraft Maintenance Vendors Retail & Restaurant Car Rental Parking Other Ground Transportation Fixed Base Operators	<u>Visitor Dependent Businesses</u> Hotels Retail & Restaurants Travel Agents Convention Centers Tourist Destinations	Suppliers of Materials & Services to Airports, Air Dependent Businesses and Visitor Dependent Businesses <u>Responding of Worker</u> Income Consumer Product and Service Sales
5 Jobs \$127,000 in Payroll \$303,000 in Economic Activity	6 Jobs \$87,000 in Payroll \$229,000 in Economic Activity	7 Jobs \$153,000 in Payroll \$455,000 in Economic Activity
18 Jobs, \$367,000 in Wages, \$987,000 in Economic Activity		

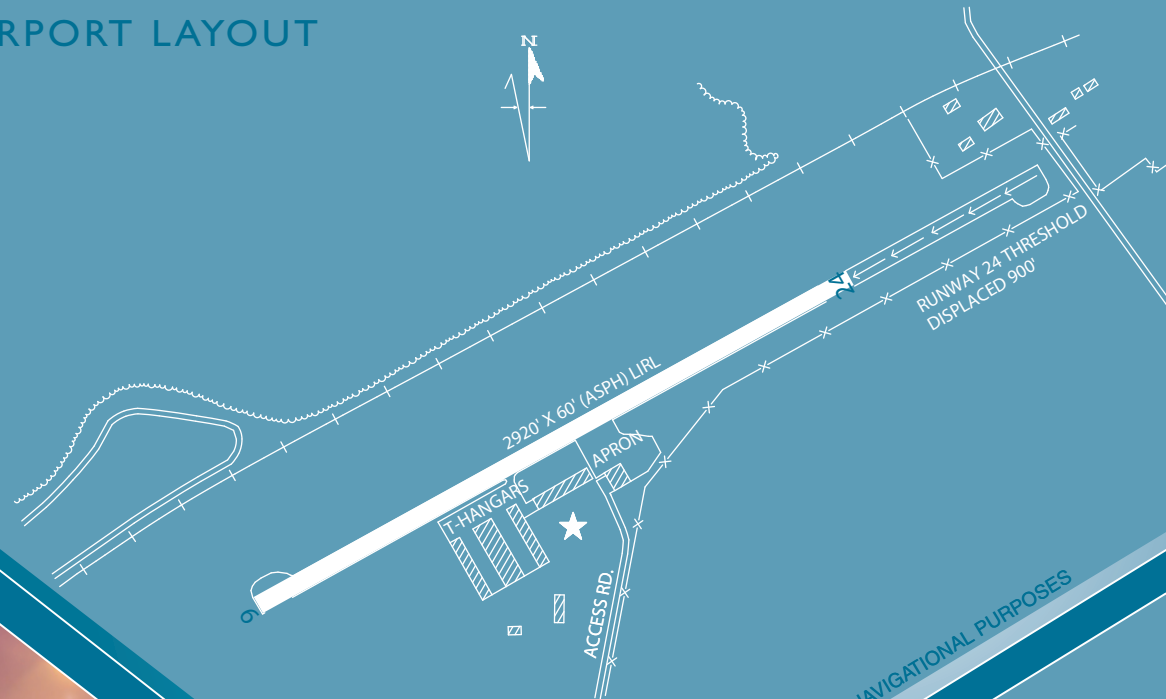
Totals may not add due to rounding

NEW MARKET AIRPORT



An Assessment of Economic Impacts

AIRPORT LAYOUT



NOT TO BE USED FOR NAVIGATIONAL PURPOSES



New Market Airport (8W2) is located in New Market Virginia, in Shenandoah County. The airport is home to Rising Phoenix Aviation. Services and activities offered at the airport include fuel, aircraft rental, aircraft maintenance and modifications, pilot supplies, and flight instruction.

Qualitative Benefits

The airport contributes quality-of-life benefits to the community through support of search and rescue operations, aerial fire fighting, emergency medical aviation, aerial inspections, and agricultural spraying.

Local points of interest include PGA Golf, Shenvalee, Virginia Military Institute Museum "Hall of Valor", town antiques, fishing, Endless Caverns, New Market Battlefield, Massanutten, Bryce Resort, George Washington National Forest, and Shenandoah Caverns.

NEW MARKET AIRPORT

Prepared by the Virginia Department of Aviation for New Market Airport